



University  
of Basel

Department of  
Biomedical Engineering



Selected research topics in Biomedical Engineering:

## **Quantifying Placebo Effects: Problems and Limitations**

Location: University Campus Basel, Pharmazentrum, Sitzungszimmer 1067

Date & Time: Tuesday 09.05.2023 10:15 – 12:00

# **Impact of beliefs & expectations on biological measures**

***Dr. Liron Rozenkrantz***

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## **Abstract**

Research in our lab focuses on exploring the influence of beliefs and expectations on biological measures and physical health, going beyond traditional placebo research and into daily life.

During my first talk, I would like to present our ideas on extending placebo research into real-world scenarios (e.g., perceptions about one's health and their link to actual physical health and measures of the immune system; expectations of success in psychotherapy for depression and their influence on improved treatment outcome), and a framework we developed to map the mind's ability to influence the body.

The second part of my presentation will focus on the methods and study designs we use to biologically quantify these "daily placebo effects." I will discuss some of the obstacles we face in our research and how we plan to overcome them.

## **Curriculum**

Dr. Liron Rozenkrantz holds a Ph.D. in Neurobiology from the Weizmann Institute of Science and completed her post-doctoral training at the MIT Brain and Cognitive Sciences department and at the Harvard Program in Placebo Studies. She is fascinated with the idea that our beliefs and expectations can drive a real biological impact!